

PTO/SB/17 (12-04v2)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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|   |  |                          |                        |         |
|---|--|--------------------------|------------------------|---------|
| <b>FEE TRANSMITTAL</b><br>For FY 2005<br><br><input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27 |  | <b>Complete if Known</b> |                        |         |
|   |  | Application Number       | 09/924,497-Conf. #2619 |         |
|   |  | Filing Date              | August 9, 2001         |         |
|   |  | First Named Inventor     | Takashi Saga           |         |
|   |  | Examiner Name            | R. Alvarez             |         |
| TOTAL AMOUNT OF PAYMENT (\$)  |  | 1,400.00                 | Attorney Docket No.    | UDK-001 |

**METHOD OF PAYMENT** (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): \_\_\_\_\_

☒ Deposit Account Deposit Account Number: 18-0013 Deposit Account Name: Rader, Fishman & Grauer PLLC

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee

☒ Charge any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

| Application Type | FILING FEES |                       | SEARCH FEES |                       | EXAMINATION FEES |                       | Fees Paid (\$) |
|------------------|-------------|-----------------------|-------------|-----------------------|------------------|-----------------------|----------------|
|                  | Fee (\$)    | Small Entity Fee (\$) | Fee (\$)    | Small Entity Fee (\$) | Fee (\$)         | Small Entity Fee (\$) |                |
| Utility          | 300         | 150                   | 500         | 250                   | 200              | 100                   |                |
| Design           | 200         | 100                   | 100         | 50                    | 130              | 65                    |                |
| Plant            | 200         | 100                   | 300         | 150                   | 160              | 80                    |                |
| Reissue          | 300         | 150                   | 500         | 250                   | 600              | 300                   |                |
| Provisional      | 200         | 100                   | 0           | 0                     | 0                | 0                     |                |

**2. EXCESS CLAIM FEES**

| Fee Description                                    | Fee (\$) | Small Entity Fee (\$) |
|--|----------|-----------------------|
| Each claim over 20 (including Reissues)            | 50       | 25                    |
| Each independent claim over 3 (including Reissues) | 200      | 100                   |
| Multiple dependent claims                          | 360      | 180                   |

| Total Claims  | Extra Claims | Fee (\$) | Fee Paid (\$) | Multiple Dependent Claims |               |
|---------------|--------------|----------|---------------|---------------------------|---------------|
| 7             | - 20 =       | x        | =             | Fee (\$)                  | Fee Paid (\$) |
|               |              |          |               |                           |               |
| Indep. Claims | Extra Claims | Fee (\$) | Fee Paid (\$) |                           |               |
| 4             | - 3 =        | 1        | x 200.00 =    | 200.00                    |               |

**3. APPLICATION SIZE FEE**

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

| Total Sheets | Extra Sheets | Number of each additional 50 or fraction thereof | Fee (\$)                       | Fee Paid (\$) |
|--------------|--------------|--|--------------------------------|---------------|
|              | - 100 =      | /50  | (round up to a whole number) x | =             |

**4. OTHER FEE(S)**

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): \_\_\_\_\_

**SUBMITTED BY**

|                   |                     |                                   |                  |           |                |
|-------------------|---------------------|-----------------------------------|------------------|-----------|----------------|
| Signature         |                     | Registration No. (Attorney/Agent) | LRA 0046         | Telephone | (202) 955-3750 |
| Name (Print/Type) | Toshikatsu Imaizumi | Date                              | January 31, 2006 |           |                |



Docket No.: UDK-0001  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Takashi Saga et al.

Application No.: 09/924,497

Confirmation No.: 2619

Filed: August 9, 2001

Art Unit: 3622

For: PRESENTATION METHOD FOR  
ADVERTISEMENT INFORMATION

Examiner: R. Alvarez

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

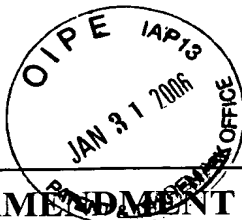
In response to the Office Action dated October 31, 2005, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.

02/01/2006 SZEWDIE1 00000151 180013 09924497

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| <b>AMENDMENT TRANSMITTAL LETTER</b>   |   |   |                                   | Docket No.<br>UDK-001 |        |
|---|---|---|-----------------------------------|-----------------------|--------|
| Application No.<br>09/924,497-Conf. #2619   | Filing Date<br>August 9, 2001             | Examiner<br>R. Alvarez                  | Art Unit<br>3622                  |                       |        |
| Applicant(s): Takashi Saga et al.   |   |   |                                   |                       |        |
| Invention: PRESENTATION METHOD FOR ADVERTISEMENT INFORMATION  |   |   |                                   |                       |        |
| <b>TO THE COMMISSIONER FOR PATENTS</b>  |   |   |                                   |                       |        |
| Transmitted herewith is an amendment in the above-identified application.   |   |   |                                   |                       |        |
| The fee has been calculated and is transmitted as shown below.  |   |   |                                   |                       |        |
| <b>CLAIMS AS AMENDED</b>  |   |   |                                   |                       |        |
|   | Claims<br>Remaining<br>After<br>Amendment | Highest<br>Number<br>Previously<br>Paid | Number<br>Extra Claims<br>Present | Rate                  |        |
| <b>Total Claims</b>   | 7   | - 20 =                                  |                                   | x                     |        |
| <b>Independent<br/>Claims</b>   | 4   | - 3 =                                   | 1                                 | x 200.00              | 200.00 |
| <b>Multiple Dependent Claims (check if applicable)</b> <input type="checkbox"/>   |   |   |                                   |                       |        |
| <b>Other fee (please specify):</b>  |   |   |                                   |                       |        |
| <b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>   |   |   |                                   |                       | 200.00 |
| <div style="display: flex; justify-content: space-between;"><div><input checked="" type="checkbox"/> Large Entity</div><div><input type="checkbox"/> Small Entity</div></div> <div><input type="checkbox"/> No additional fee is required for this amendment.</div> <div><input checked="" type="checkbox"/> Please charge Deposit Account No. <u>18-0013</u> in the amount of \$ <u>200.00</u>.<br/>A duplicate copy of this sheet is enclosed.</div> <div><input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.</div> <div><input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.</div> <div><input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>18-0013</u><br/>as described below. A duplicate copy of this sheet is enclosed.<div style="margin-left: 20px;"><input checked="" type="checkbox"/> Credit any overpayment.<br/><input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.</div></div> |   |   |                                   |                       |        |